



DTRA Industry Day

Office of the Director

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Mission & Program Overview

- The Office of the Director supports Agency success in meeting mission and strategic goals through essential functions, such as:
 - Office of the Chief of Staff (CS)
 - Equity, Diversity and Inclusion (EI)
 - Environmental, Safety, and Occupational Health (ES)
 - General Counsel (GC)
 - Inspector General (IG)
 - Legislative Affairs (LA)
 - Public Affairs (PA)



Office of the Chief of Staff

Mission Statement: Provides essential support to the Agency with corporate leadership functions required to effectively direct short and long-term agency activities.

- **News Subscriptions:** Access to on-line news and databases.
- **Technical Writers Support Services:** Provides formatting and editorial support to the Agency's documents and executive level correspondence.



Environmental Safety and Occupational Health Office

Mission Statement: Partners with Agency employees to develop and implement an overarching ESOH culture that works to protect our workforce and the public, supports DTRA's mission, ensures regulatory compliance, and operates in an environmentally-friendly manner.

- ESOH Support provides environmental, medical, safety, occupational health, and radiation safety support services._
- Bioassay Laboratory Support Services provides radiological testing services for the Radiation Safety Office.



DTRA Industry Day

Equity, Diversity and Inclusion Office (EI)

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Equity, Diversity and Inclusion Office (EI)

- **Mission Statement**

- The Equity, Diversity and Inclusion Office (EI) mission is to create and sustain an inclusive work environment that aligns with DTRA's mission.

- **EI Office Responsibilities**

- The Equity, Diversity and Inclusion Office (EI) mission is to create and sustain an inclusive work environment that aligns with DTRA's mission.
- Advise the Director, Senior Leaders, Managers and Supervisors in Developing a Model EEO Program
- Educate the Workforce on EEO & MEO Rights and Responsibilities
- Engage in Early Resolution for Workplace Disputes
- Routinely Assess the Agency Climate and Advance Workforce Engagement
- Foster an Environment Ensuring Policies, Principles and Practices are Equitable



El Program Areas

Affirmative Employment & Proactive Prevention	Disputes & Resolutions	Diversity, Inclusion & Outreach
<ul style="list-style-type: none">• Affirmative Employment• Anti-Harassment Program• Special Emphasis Program• Disability Employment Program• Contracts and Budgeting• Annual Reports	<ul style="list-style-type: none">• EEO Complaints Processing• Alternative Dispute Resolution• Military Equal Opportunity• Policy Statements• El Training• Annual Reports	<ul style="list-style-type: none">• Diversity and Inclusion• DEIA Plan• Climate Assessments• Cultural Competencies• Outreach and Partnerships• Annual Reports



El Contracts

- **Diversity and Inclusion**
- **Court Reporter Services**
- **EEO Investigations**
- **Complaint Tracking Software**



Diversity and Inclusion Contract

- Diversity, Equity, Inclusion, and Accessibility (DEIA) Plan
- Targeted Diversity Recruitment and Outreach Plan to recruit minorities and women in STEM occupations
- Provide Best Practices and engagements with the D&I Council and Employee Resource Groups
- Assist with partnering with minority serving institutions and minority and women-owned organizations
- Assist with developing a DEIA Survey and Scoreboard



Court Reporter Services

- Court Reporter Services are required for EEOC Hearings, upon order by an Administrative Judge
- Court Reporter Services are also used during Depositions
- Administrative Judges may request a Court Reporter for a final ruling in an EEO Case
- Original and Copies of a Transcript are required from a Court Reporter



Investigation Contract

- Prepare the Report of Investigation (ROI):
 - Conduct EEO Investigations
 - Interview witnesses and prepare affidavits
 - Ensure documents are provided from testimony and evidence
- Provide Alternative Dispute Resolutions (ADR)
 - Mediation
 - Facilitation
 - Negotiation of Settlement Agreements



Complaint Tracking Software

- Manages and tracks the entire EEO Process
 - Informal
 - Formal
- Case Management
 - Queries of types of Cases, Complainants and Management Officials
- Generate EEOC Annual Reports
 - 462 Report
 - NO FEAR Report



Equity, Diversity and Inclusion Office (EI)

Thank you



DTRA Industry Day

Public Affairs (PA)

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Public Affairs Office (PA)

- **Mission Statement**

- The DTRA Public Affairs mission is to execute proven DOD communications strategies by applying and leveraging the most appropriate digital communications tools (web, social media and video products) and managing the agency's brand and reputation.

- **PA Office Responsibilities**

- Advises, plans, develops, coordinates and disseminates key command themes and messages to specific audiences.
- Provides counsel to the agency director and senior leaders on media engagements.
- Leads the Agency internal and external communication campaigns and activities.
- Develops the agency communication goals and objectives.
- Manages the development, execution, and assessment of the Agency communication framework.



PA Specialty Areas

Mission Support/Plans	Digital Communications and Reputation Management	Media Relations Activities	Multi-media Product Creation
<ul style="list-style-type: none">• Public Affairs Communication Strategy• Content Creation• DTRA Exercise Support• Video Journalism Expertise	<ul style="list-style-type: none">• Branding• Reputation Building• Disinformation Management• Agency Promotions• Webmaster knowledge• Social Media• • • 	<ul style="list-style-type: none">• Media Interviews• News Story Pitch• FMI (DISINFO) Management Support• Interview Facilitation• Agency Briefing Support• Internal Employee Communications	<ul style="list-style-type: none">• Photo/Video Production• Graphic concept and creation for a variety of communication materials to include: tri-folds, brochures/flyers• Fact Sheets•



PA Contracts

- **Technical and Digital Production Services**
- **Strategic Messaging, Reputation Management, and Branding**



Technical and Digital Production Services

- Expert video capture/editing software and voice over capabilities to produce videos and presentations.
- Extensive knowledge of social media sites, platforms and Search Engine Optimization.
- Mastery of advanced visual arts methods, techniques and concepts with or without the benefit of existing pictures, models or diagrams.
- Website support ranging from a detailed understanding of digital analytics to troubleshooting website issues, and implementing a strategy to increase web traffic.
- Superior writing abilities with editing, and proofreading skills to submit products in the appropriate Associated Press style.
- Supports the conceptual ideation and delivery of a broad range of written products to include news articles, briefings, communications plans, and tri-folds. Develops copy that educates DTRA audiences; expertise in fact checking and proofreading written products.
- Coordinates the DTRA integrated multimedia production activities by identifying project opportunities within DoD, interagency, or international partners, including other military organizations, government agencies, academic institutions, and think tanks.
- Collaborates in new ideas for product development and rollout of new branding materials.



Reputation Management, Branding and Strategic Messaging

- Provides critical strategic narratives which supports DTRA's Information Resiliency Office; develops an overarching agency messaging strategy.
- Reviews and identifies DTRA's internal and external communication gaps while creating integrated multimedia products, tools, media, and messages to tackle.
- Conducts comprehensive analysis on areas to shape the agency's brand. Areas such as:
 - Agency's life-cycle to include communication efforts dating back to its original inception
 - Agency's current standing among interagency and international partners
 - Public future, potential brand imaging challenges to address evolving strategic visioning and posturing
- Characterizes the global "Information Environment" using industry best-practices to determine the most effective approaches to ensuring the agency maintains a positive brand image.
- Establishes a global "informational advantage" for the Agency by instituting industry best practices to develop and enduring positive reputation that publics can identify, relate to and trust.
- Proactively employ methods of strategic writing that supports communication products that resonate with multiple publics on all Agency digital platforms (social media, agency website and other sites).



Public Affairs Office (EI)

Thank you